GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

MA&UD Department – MEPMA - DAY-NULM – SUSV – Establishment of "Smart Street Vending Market" to Street Vendors as Pilot Project at Mypadu Road, Nellore City, Nellore District – Permission accorded – Orders issued.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (UBS) DEPARTMENT

G.O.RT.No. 1005 Dated: 20-12-2024

Read:

From the Mission Director, MEPMA, Tadepalli, Lr. No. MEPMA-12021/1/2024-C I(SUSV)-MEPMA, Dated 16.12.2024.

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O R D E R:

In the reference read above, the Mission Director, MEPMA, Tadepalli have reported that the Government of India launched NULM on 23.09.2013 to introduce the Scheme of Support to Urban Street Vendors (SUSV) as one of the components as per the directions of the Hon'ble Supreme Court of India. The Government of India have passed Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 (Central Act No. 7/2014). As per the said Act, MEPMA has to review the monthly activities of Street Vendors Survey, issue of ID Cards, preparation of vending plans, vending zones and to establish vending markets in their Towns / ULBs, with the Co-ordination of Municipal Commissioners. Further, as a part of Government of Andhra Pradesh agenda on Welfare and Development of all segments of the society, he has proposed to initiate an innovative project to improve the livelihoods of Street Vendors & promotion of SHG families through Smart Street Vending Market for marketing their goods and to get sustainable livelihood, while providing an unique market place & attractive spot for Urban families.

2. Therefore, the Mission Director, MEPMA has requested the Government to accord permission for establishment of Smart Street Vending Market with 200 shops as pilot project at Mypadu Road, Nellore with envisaged special features as mentioned therein and requested the Government to issue necessary orders to execute the Project.

3. After careful examination of the matter, Government hereby accord permission to the Mission Director, MEPMA, Tadepalli for establishment of Smart Street Vending Market with 200 shops as pilot project at Mypadu Road, Nellore with the components of SMART STREET Project, as given below:-

1. Concept:

To ensure a well-organized and regulated street vending system, minimizing urban congestion and promoting orderly business practices. To equip vendors with digital tools and facilities for enhanced productivity and customer engagement. To

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foster environmental sustainability by adopting eco-friendly infrastructure and practices. To improve vendor-customer interaction by providing clean, safe, and accessible vending spaces. Support inclusive growth by prioritizing women, marginalized communities and differently able vendors. The “Smart Street” envisages of providing street vending markets in line with NULM guidelines. The following are additional features associated with “Smart Street”. It is proposed to develop in the modular container type of vending market proposed as Pilot Project at Mypadu Road, Nellore city, Nellore District.

i. Rooftop seating with customization Modular and Scalable
ii. Efficient Place making.
iii. Sustainability by Solar panels @ 12.96 kWh/day per Container
iv. Advertising spaces.
v. Free Wi-Fi Zone.
vi. Digital Integration.
vii. Security Features

2. **Procedure for Beneficiary selection**

a. **Eligibility**:

- Above 18 years
- Register as a Street Vendor in respective Corporation/ULB level.
- Having Street Vendor Vending Card & Vending Certificate issued by Municipal Commissioner.
- Recommendation by Town Vending Committee of the respective ULB

b. **Survey / Identification process:**

- Wide Publicity on Smart Street Vending Project (Auto Announcements / Pamphlets / Mike Announcements etc.)
- Collection of Applications from Beneficiary for Selection.
- Verification of Eligible Criteria for Selection of Beneficiaries.
- Publication for Social Audit.
- Finalization of the Beneficiary List.
- Conducting Town Vending Committee Meeting and the resolutions for place allotment, final eligible beneficiaries list & Allotment of Shops.
- Formation of the Groups for facilitation of Loans.
- Allotment of shop number by lottery method.

3). **Project Implementation & Monitoring Details**

- **Infrastructure Development:**
  - The Smart Street Vending Market Project will be developed in the container Model designed with a modular system with minimum 200 Shops (50X4=200).

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- **Skill Training and EDPs:**
    - Conduct skill & EDP training programs through FSSAI in relevant trades, such as Food Sector, Marketing Skills, Hygiene and service-oriented sectors.
    - Organize Entrepreneurship Development Programs to develop entrepreneurial mind sets and provide guidance on managing businesses.
    - Offer on-the-job support to Street Vendors to ensure sustained income generation and skill retention.

- **Financial and Technical Support:**
    - Facilitate PMSVANidhi and SEP Loans for Street Vendors.
    - Provide technical assistance for Digital Transactions.

- **Project Cost**
    - **Estimated Total Project Cost : 7.00 to 9.00 Crores (Approx.)**

4) Funding Details &Execution :

- **Urban Local Body**: Land, Infrastructure, Solar panels and maintenance support of Rs.3.00 Cr and calling for tenders for the construction identification of expert agency for hand holding and training partners.
- **Banks**: Beneficiary Contribution by way of Bank Loans (SEP) of Rs.3.00 Cr.
- **MEPMA**: Training support, market access, and mentorship through Agencies/Consultants of Rs.1.25 Cr from NULM funds from the "Support to Urban Street Vendors" component.

Market Linkages:

Establish market connections with local and regional businesses and collaborations with e-commerce platforms i.e., Swiggy and Zomato to expand market access for Street Vendors.

5. Implementing Agency:

Municipal Commissioner of the respective ULB under guidance of Mission for Elimination of Poverty in Municipal Areas (MEPMA) & MAUD Departments.

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6. **Key Outcomes:**

Revenue Generation:

- Monthly rental fees from vendors.
- Revenue from digital advertisements on market display boards.
- Revenue from Solar energy.

Enhanced Livelihood Opportunities: Establishing 200 Shops in Smart Street Vending Market by March 2025, leading to a vibrant local economy and improved standards of living.

7. Public information:

a. List of Identified Street Vendors to be displayed in the respective Municipal Corporation.
b. List of Identified Street Vendors to be displayed in "MEPMA" Website.

8. Grievance Redressal mechanism:

- Grievances to be registered at Municipality level.
- Grievances shall also be accepted at PGRS portal.

Grievances to be resolved by respective ULBs, if not resolved to be escalated to State Level Grievance Cell.

5. The Mission Director, MEPMA, Tadepalli shall take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K. KANNA BABU
SECRETARY TO GOVERNEMNT (FAC)

To
The Mission Director, MEPMA, Tadepalli
Copy to:-
The Director of Municipal Administration, AP, Vaddeswaram.
The Commissioner, Municipal Corporation, Nellore.
The Project Director, MEPMA, Nellore.
The OSD to Hon'ble M (MA&UD)
The P.S. to Secretary to Government, MA&UD Department.
Sc/Sf

//FORWARDED BY ORDER//

RESEARCH OFFICER